



Sports Information Director

POSITION:	Sports Information Director
SUPERVISOR:	Assistant Vice President/Athletic Director
DEPARTMENT:	Athletic Administration
LOCATION:	On-campus, located in Tiffin, OH
JOB TYPE:	Full-time
GRANT-FUNDED:	No
SOC CODE:	27-2090

General Job Description for the Sports Information Director:

The Sports Information Director capitalizes on the visibility of an institution's athletic program to promote the institution and its mission, expediting and stimulating positive media interest by providing a comfortable avenue for fair, accurate coverage. The Sports Information Director serves as a positive communication link with a variety of the institution's constituents, including the staff, media, fans, community members, alumni, student-athletes, parents, and prospective students. This position will require evening and weekend hours and may be on-call to respond to requests from any of those groups.

Key Responsibilities for the Sports Information Director:

Public Relations Specialist

- Help gain publicity for athletes' academic and athletic accomplishments via radio, newspapers, magazines, television, social media, and the web.
- Help to raise the institution's national profile.
- Enhance opportunities for athletes, coaches, and institutions to receive awards or honors and ensure that all nomination materials are properly prepared and submitted.
- Maintain and update athletic website content while ensuring full ADA compliance.

Event Manager

- Organize, train, and supervise staff for statistical crews.
- Accommodate media and facilitate interviews.
- Provide information and statistics before, during, and after events to the media.

Television Coordinator Oversight

- Oversee all television programs for the university, including pre- and post-production editing and software/hardware maintenance.

Publications Professional

- Produce numerous brochures, media guides, and schedule cards often with limited resources and short turnaround times, reducing the need to hire outside vendors.
- Provide on-staff expertise in desktop publishing software.
- Manage an institution's athletics website, keeping copy, stats, and photos updated daily.
- Possess expertise in printing processes, paper grades, trade standards, printing costs, and bidding to save thousands of dollars each year.



Administrator

- Manage operational budgets.
- Serve as a historical resource, manage archival files, and coordinate athletic Hall of Fame selections, activities, and operations.
- Manage photo files and coordinate photo shoots.
- Submit score reporting forms and other required materials to conference and national offices.
- Provide students with professional work opportunities and assist them in developing writing skills as well as communication and management skills.
- Oversee all social media for the department.

Qualifications for the Sports Information Director:

Education

- A bachelor's degree is required.
- A master's degree *is preferred*.

Experience

- A minimum of two years of successful sports information in a collegiate athletic department.

Other

- Advanced proficiency in Microsoft Excel, Word, and desktop publishing tools.
- Skilled in statistical software with experience in web content management.
- Flexible schedule; available to work evenings and weekends as required.

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